

# Yuexing Li

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CONTACT INFORMATION	Johns Hopkins Carey Business School 100 International Drive Baltimore, MD 21202	Email: <a href="mailto:yuexing.li@jhu.edu">yuexing.li@jhu.edu</a> Website: <a href="http://www.liyuexing.com">www.liyuexing.com</a> Phone: 410.234.4761
POSITION	<b>Johns Hopkins Carey Business School</b> , Baltimore, MD Assistant Professor of Operations Management and Business Analytics	2022–now
EDUCATION	<b>Duke University</b> , Durham, NC <i>Fuqua School of Business</i> Ph.D. in Business Administration <ul style="list-style-type: none"><li>Field: Operations Management</li><li>Advisors: Prof. N. Bora Keskin and Prof. Jing-Sheng (Jeannette) Song</li></ul>	2017-2022
	<b>Cornell University</b> , Ithaca, NY <i>School of Operations Research and Information Engineering</i> M.Eng. in Operations Research	2012-2014
	<b>Yale University</b> , New Haven, CT <i>School of Engineering and Applied Sciences</i> M.S. in Biomedical Engineering	2011-2012
	<b>Peking University</b> , Beijing, China <i>College of Chemistry and Molecular Engineering</i> B.S. in Chemistry	2007-2011
	<i>China Center for Economic Research</i> B.A. in Economics	2008-2011
RESEARCH INTERESTS	Data-driven decision-making under uncertainty, statistical/machine learning, revenue management, dynamic pricing, and inventory control	
PUBLICATIONS	<ol style="list-style-type: none"><li><a href="#">Multiperiod Stock Allocation via Robust Optimization</a>, with P.L. Jackson &amp; J.A. Muckstadt (2019), <i>Management Science</i>, 65(2):794-818</li><li><a href="#">Data-Driven Dynamic Pricing and Ordering with Perishable Inventory in a Changing Environment</a>, with N.B. Keskin &amp; J.-S. Song (2022), <i>Management Science</i>, 68(3): 1938-1958<ul style="list-style-type: none"><li>– Special Issue on Data-Driven Prescriptive Analytics</li></ul></li><li><a href="#">Data-Driven Clustering and Feature-Based Retail Electricity Pricing with Smart Meters</a>, with N.B. Keskin &amp; N. Sunar, <i>Operations Research</i>, Articles in Advance<ul style="list-style-type: none"><li>– Winner, INFORMS Data Mining Best Paper Competition, 2020</li><li>– Spotlight Track, INFORMS 2021 RM&amp;P Conference</li><li>– Winner, INFORMS Service Science Best Paper Competition, 2022</li></ul></li></ol>	

WORKING  
PAPERS

1. [Customer-Driven Bundle Promotion Optimization at Scale](#), with A. Fattahi & O. Sahin, resubmitting to *Operations Research*
2. [Green Ride-Hailing: Impact on Environment and Consumers](#), with N.B. Keskin & N. Sunar, under first-round revision at *Management Science*
3. [A Unified Parsimonious Model for Structural Demand Estimation Accounting for Stockout and Substitution](#), with Y. Deng & J.-S. Song, under revision at *Management Science*
4. Deep Learning for Visual Advertising on Digital Platforms: Asymptotically Optimal Image Selection, with N.B. Keskin, S. Liu, & J.-S. Song, to be submitted to *Management Science*
5. A Graph Neural Network Approach for Predicting Supply Chain Network Performance, with S. Chen, J.-S. Song, & Y. Wei, manuscript in preparation
6. Efficient Leverage Score Subsampling Methods with Applications in Large-Scale Time Series Forecasting, with A. Eshragh, L. Yerbury, F. Roosta, & M. W. Mahoney, work in progress
7. Bridging Data-Driven Learning and Optimization for Efficient Decision-Making in Large-Scale Uncertain Models, with A. Eshragh, A. Fattahi, & K. Wang, work in progress

TEACHING  
EXPERIENCE

**Johns Hopkins University**, Baltimore, MD  
Instructor

- *Business Analytics* (M.S. Marketing), Spring 2023
- *Business Analytics* (M.S. BARM), Fall 2023, Fall 2024

**Duke University**, Durham, NC  
Teaching Assistant for Prof. Fernando Bernstein

- *Operations Management* (Weekend EMBA), Spring 2019, 2020 & Summer 2021
- *Operations Management* (Global EMBA), Summer 2019

**InstaEDU**  
Online Tutor, 2014–2016

- *Optimization, Probability, Statistics, Economics, Simulation*, etc.

**Cornell University**, Ithaca, NY  
Course Developer for Prof. Peter L. Jackson

- *Applications of Operations Research to Health Systems* (B.S./M.S.), Spring 2014

Teaching Assistant for Prof. James Renegar  
• *Optimization I* (B.S./M.S.), Fall 2013

**Peking University**, Beijing, China  
Teaching Assistant for Prof. Yiping Liao  
• *Quantitative Analytical Chemistry Lab Experiments* (B.S.), Spring 2011

PROFESSIONAL  
SERVICES

Referee

- Journals: *Management Science*, *Operations Research*, *Manufacturing and Service Operations Management*, *Production and Operations Management*, *IIE Transactions*, *Naval Research Logistics*
- Competitions: DMDA Workshop Best Paper Competition (2020), MSOM Best Student Paper Competition (2023, 2024), MSOM SIG (2022-2025)

- Grants: General Research Fund by the Hong Kong Research Grants Council (2024, 2025)

#### Session Chair

- Data-Driven Decision Making and Analytics, INFORMS Annual Meeting 2020
- Data-Driven Learning in Revenue Management, INFORMS Annual Meeting 2021
- Innovative Business Models in Sustainable/Smart City Operations, INFORMS Annual Meeting 2021
- Data-Driven Learning Models and Methods, INFORMS Annual Meeting 2022
- Data-Driven Decision Making in Inventory and Supply Chain System, POMS Annual Meeting 2023
- Ride-Hailing and Platform Operations, INFORMS Annual Meeting 2023, 2024

#### Mentor

- JHU Carey first-year faculty mentor, Jul 2023-Jun 2024
- Ph.D. mentor (Yue Liang, Foster School of Business, University of Washington, Seattle), Jul 2020-now

JHU Carey Operations Seminar Series Organizer, Jul 2023-now

JHU Carey Academic Ethics Board Committee Member, Jul 2023-now

JHU Carey AI Hump Integration Gathering, Fall 2024, co-organized with A. Eshragh and A. Fattahi

Business Analytics, Artificial Intelligence, and Cherry Blossom Conference, Spring 2025, co-organized with A. Eshragh and A. Fattahi

HONORS & AWARDS	JHU Carey General Research Support Fund	2025
	JHU Carey Community Event Fund (with A. Eshragh and A. Fattahi)	2024
	JHU Alumni Association Excellence in Teaching Award	2024
	JHU Carey Faculty Excellence Award	2023, 2024
	Winner, INFORMS Service Science Best Paper Competition	2022
	Spotlight Track, INFORMS RM&P Conference	2021
	Winner, INFORMS Data Mining Best Paper Competition	2020
	Doctoral Fellowship, Duke University	2017-2022
	Silent Hoise & Crane Award for ORIE M.Eng. Project, Cornell University	2013
	Academic Excellence Award, Peking University	2008-2010
	First Prize, National Chemistry Olympics Competition	2006

#### INVITED TALKS

- 2021
  - Johns Hopkins University, Carey Business School
  - Rice University, Jones Graduate School of Business
- 2022
  - University of California, Berkeley, Haas School of Business
- 2023
  - University of Toronto, Rotman School of Management
- 2024
  - University of Florida, Warrington College of Business
  - University of Maryland, College Park, Smith School of Business

CONFERENCE PRESENTATIONS	<b>Data-Driven Dynamic Pricing and Ordering with Perishable Inventory in a Changing Environment</b>	
	• INFORMS Annual Meeting, Seattle, WA	2019
	• INFORMS Annual Meeting, Virtual	2020
	• INFORMS Data Mining & Decision Analytics Workshop, Virtual	2020
	• INFORMS Data Science Workshop, Virtual	2020
	• POMS Annual Conference, Virtual	2021
	<b>Data-Driven Clustering and Feature-based Retail Electricity Pricing with Smart Meters</b>	
	• INFORMS Data Mining Best Paper Competition, Virtual	2020
	• INFORMS MSOM Conference, Virtual	2021
	• Cornell ORIE Young Researcher Workshop, Ithaca, NY	2021
	• INFORMS Data Mining & Decision Analytics Workshop, Anaheim, CA	2021
	• INFORMS Data Science Workshop, Virtual	2021
	• INFORMS Annual Meeting, Indianapolis, IN	2022
	• POMS Annual Conference, Orlando, FL	2023
	<b>Deep Learning for Visual Advertising on Digital Platforms: Asymptotically Optimal Image Selection</b>	
	• INFORMS MSOM Conference, Virtual	2021
	• INFORMS RM&P Conference, Virtual	2021, 2022
	• INFORMS Annual Meeting, Anaheim, CA	2021
	• INFORMS Annual Meeting, Indianapolis, IN	2022
	• INFORMS Annual Meeting, Seattle, WA	2024
	<b>A Unified Parsimonious Model for Structural Demand Estimation Accounting for Stockout and Substitution</b>	
	• POMS Annual Conference, Orlando, FL	2023
	<b>A Graph Neural Network Approach for Predicting Supply Chain Network Performance</b>	
	• POMS Annual Conference, Orlando, FL	2023
	<b>Green Ride-Hailing: Impact on Environment and Consumer</b>	
	• INFORMS Annual Meeting, Phoenix, AZ	2023
	• INFORMS MSOM Conference, Minneapolis, MN	2024
	• INFORMS RM&P Conference, Los Angeles, CA	2024
	• INFORMS Annual Meeting, Seattle, WA	2024
	<b>CICC Fund Management</b> , Beijing, China	2016
WORK EXPERIENCE	Assistant Analyst	
	• Designed various experiments to detect and fix programming flaws of a recently designed ultra-fast investment and trading system	
	• Programmed risk management entries on the ultra-fast trading system to monitor and control abnormal and extreme security transactions	

OTHER  
SKILLS

**Programming:** MATLAB, Python, R, LaTeX, MySQL, Mathematica, C/C++  
**Languages:** Mandarin (native), English (fluent), Spanish (B1), Turkish (A2)